

Memorandum

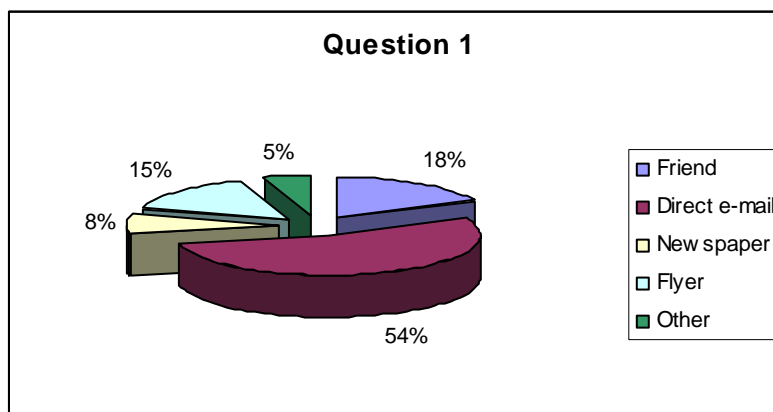
Diversity Office



On March 28, 2005 the City of Tempe Diversity Office featured its fourth lecture series on cultural awareness entitled, “WHO’S Your Neighbor?”, on the topic of Immigration in Tempe-Past and Present. Fifty (50) community members and employees were in attendance. The Diversity Office surveyed attendees at the conclusion of the lecture to gather feedback for evaluating the program and making improvements.

1. How did you hear about this program?

Of the 39 responses to this question, 54% heard about the program through direct e-mail. The Diversity Office maintains an electronic database, which acts like a mailing list, to send informational flyers on upcoming events. Word of mouth through friends and co-workers captured 18% of the responses. Another 15% received a flyer in the mail. The “Other” category included the Intranet for City of Tempe Employees.



2. What did you like best about today’s function?

Responses included:

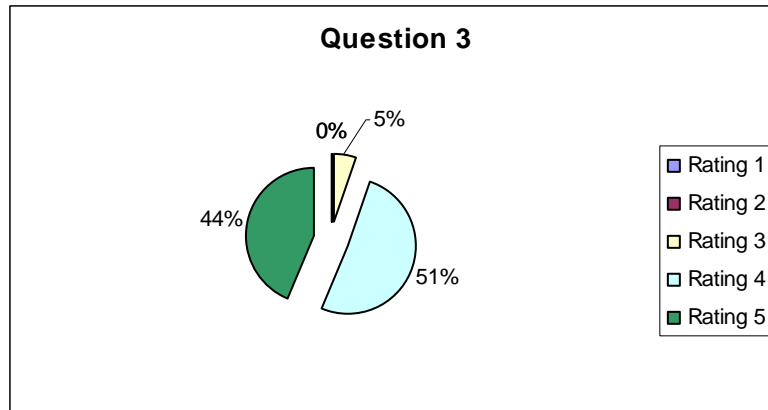
- ⇒ Very informative
- ⇒ Interesting and informative
- ⇒ Very informative. As a Tempe native, I found it very interesting
- ⇒ Although I’m an Arizona native, I was raised in Phoenix and had never known Tempe’s history
- ⇒ Interesting information; Q&A period
- ⇒ Everything
- ⇒ Pictures and stories; good presentation
- ⇒ Very educational
- ⇒ The expertise of the speaker
- ⇒ John Akers did a great job
- ⇒ Pictures of old buildings

- ⇒ The powerpoint presentation
- ⇒ Powerpoint visuals
- ⇒ Slides of old Tempe
- ⇒ Photos
- ⇒ Very interesting topic
- ⇒ The topic was interesting. The pictures supported the topic and were also interesting. Mr. Akers was a good speaker
- ⇒ Mr. Akers
- ⇒ Very informative and educational session. Speaker was very knowledgeable and good speaker
- ⇒ Great topic and good presenter
- ⇒ Interesting to learn about inter-marriages
- ⇒ Historical background
- ⇒ History
- ⇒ I love history
- ⇒ The historical perspective/info about Tempe's development
- ⇒ History and information great
- ⇒ Discussion regarding why people came to Tempe "push" "pull"
- ⇒ Information
- ⇒ The assembly of city employees at a cultural diversity function
- ⇒ Relevant information, usable work in one of Tempe's historical buildings
- ⇒ Learning how Tempe has evolved to what it is today
- ⇒ A historical perspective of how and why Tempe developed in terms of immigration
- ⇒ The presenter's knowledge of the history of Tempe
- ⇒ Historic perspective
- ⇒ Historical information
- ⇒ Get history of different nationalities as original migrants

Re-occurring themes had to do with the speaker and the topic. The audience felt that Mr. Akers was a good speaker and had knowledge of the topic. The topic itself was also interesting and informative to the audience.

3. On a scale of 1-5, with 5 being the highest, please rate your experiences with this program

There were 39 responses to this statement. The graph below reflects the response percentage of each rating.



- Fifty-one percent of attendees rated their experience with the program 4, while 44% rated the program at 5. Only two rated the program at 3. None rated the program at 1 or 2.

4. In efforts of providing continued quality programming, please list the topics you would like featured at the next “WHO’S Your Neighbor?” Brown Bag Lecture.

- More information on current mixture-ethnicities today
- Not sure
- Interfaith panel discussion, Tempe’s changing demographics.
- More stories of the interactions among and between different groups or neighbors
- What steps must be taken to become a US citizen
- The mentally ill
- Elderly
- Businesses that started here and are still here
- More about early settlers of all cultures
- A look at the role of different religious groups in Tempe’s development
- Story-tellers
- More about immigrant influence today
- Diversity as ASU
- More present-today topics
- Current diverse populations
- F-16 pilot
- Parking of boats, motor-homes, etc in driveways
- Panel discussion with old-time Tempeans i.e. Harry Mitchell, Rudy Campbell

5. Comments?

Attendees were given an opportunity to add any final comments to either the present or future Brown Bags.

- Excellent presentation!
- Well done, as always.
- Parking was a challenge and so was driving to downtown Tempe.
- Great program!
- Very good program today!!
- I'd like to see these lectures continue.
- This information was great!
- Excellent!
- First Brown Bag for me and it was very enjoyable and educational.
- Great presentation.
- Really enjoyed [it] and would like to attend more.
- Thank you!
- I enjoyed the presentation.
- I think this series is great! Keep them coming.
- Excellent presentation.
- Very good.